

Thanksgiving in Georgetown

With the news of closings and lay-offs of two major employers in nearby Georgetown just before the holidays, TJ & Gary of WEZL asked what could we do to help. From that question a Thanksgiving dinner for Steelworkers and Mill workers and their families was to be planned. Over the next two weeks the community and area businesses came together and provided all the turkeys and cookers to prepare them, all the side dishes needed, desserts, and drinks. The National Guard donated use of the Georgetown Armory, complete with a cafeteria style kitchen. WEZL brought in two Nashville artists, Paul Parr and Josh Turner, to perform an acoustic set of music. Over 50 volunteers joined together the day of the event and cooked over 90 turkeys and served nearly 1200 dinners throughout the afternoon.

Georgetown Silent Auction

The Georgetown Silent Auction was an idea to help the Georgetown Relief Fund, a fund set up to help displaced steelworkers and mill worker's, through the holidays and the New Year. WEZL solicited several Nashville artists for donated items to auction off, and the result was incredible. The station received autographed items like Alan Jackson's jeans, a Clint Black Baby Martin Guitar, Alabama Farewell Tour Guitar and a Buddy Jewel autographed hat. The items were displayed on the station web site and bids accepted for two weeks. A total of 18 items were donated for auction, and netted \$4,300. With local donations collected a total of \$5,329 was donated to the Georgetown Relief Fund.

WEZL Bears That Care

The WEZL staff delivered nearly 2,000 Coca-Cola Polar Bears to the Medical University of South Carolina Children's Hospital for kids that have to be at the hospital during the holidays. The WEZL Bears That Care were available for purchase at a local movie theatre for \$2, and then donated to the Children's Hospital. WEZL listeners came through with nearly 2,000 Bears donated and then delivered before Christmas to the kids. There were enough Bears to give to every kid and leave the hospital with some on-hand as well.

James Gregory Free Comedy Show

WEZL sponsored a military appreciation night of free comedy for all military personnel and their families, active duty, reserves or retired. This included Coast Guard, National Guard, all State and Local Law Enforcement officers, Firemen, Emergency Medical Technicians and their family members. Local favorite comedian James Gregory and the Wise Guys performed for a sold out event. A total of 1500 free tickets were made available, and an additional 200 tickets were sold to the general public. All proceeds benefit the City of North Charleston Recreation Department.

WEZL Morning Show simulcast on American Forces Network

TJ & Gary were honored to be the first commercial radio show in America to simulcast on American Forces Network during wartime, the first day of the War with Iraq. WEZL Morning Show simulcast on American Forces Network, Europe for two hours, 8am – 10am EST. The show could be heard throughout Germany, Italy, and Belgium by radio. In all, service members in 56 nations could listen by satellite from Norway to Afghanistan, some in battlefield conditions. This simulcast enabled the community to call in their messages of support to our troops out in the field, and for service members to call the American Forces Network and get a message back to families in the States. Several Nashville artists including Charlie Daniels, Darryl Worley, Mark Wills and members of Lonestar called in to WEZL to show support to the troops. WEZL donated 2 hours of on air announcements to promote the simulcast, and 2 hours on air to broadcast the event.

Wrestling for the DARE program

WEZL does not only inform our listeners of what's happening in the community, we take them there. When it was brought to the station's attention that a local fundraiser to benefit the Colleton County DARE program in the schools was in jeopardy because of lackluster ticket sales the WEZL Morning Crew stepped in to help. The fundraiser featured a wrestling event from Mid - Atlantic Wrestling. The Morning Crew decided to stage a fight on the morning show with a "grudge" wrestling match to settle the dispute. For a week the Morning Show talked about the event, interviewed several of the featured wrestlers from Mid-Atlantic Wrestling, and urged listeners to come see who would win the grudge match. During that week WEZL donated 20 minutes of interview time on the morning show, 30 minutes in promotional live announcements, and 14 minutes in recorded announcements. During that same week ticket sales surged by over 600 sold with an additional 100 walk-up sales the night of the match. The event drew a near capacity crowd and increased donations to the Colleton County DARE program.

Carolina Now!

WEZL airs a weekly in-house produced public affairs program specifically targeted to issues and topics of interest in the Charleston, Berkeley and Dorchester County areas. Carolina Now! features many local and state leaders as guests through the year, including Governor Mark Sanford, Senator Lindsay Graham and Charleston Mayor Joe Riley, Charleston Police Chief Reuben Greenburg and City Council and County Council members. Topics covered in 2003 included Education and School Issues, Family and Health, The War on Terrorism and the Economy, and WEZL provided 50 hours of airtime in 2003 for Carolina Now!.

Monthly and Bi-monthly public service programming

Carolina Now!

South Carolina Highway Patrol

This is a monthly feature on supporting statewide law enforcement campaigns and informing motorists of changes in state laws.

Topics included Drunk Driving Prevention and School Bus Safety. The Highway Patrol received 3 hours of airtime in 2003.

Education

This monthly feature spotlights educational issues and programs to keep kids in school, programs to combat drugs in school and child care issues. This program received 6 hours of airtime in 2003.

The Economy

This bi-weekly program addresses financial concerns and methods to resolve debt on a personal, local, and statewide level. Topics include consumer credit, changes in the tax laws, and changing economical issues. This feature received 4 hours of airtime in 2003.

Political Issues

This monthly feature contains interviews and insight on local politicians, as well as changes in the law that may affect the local population. This feature received 6 hours of airtime in 2003.

The War on Terrorism

This bi-weekly feature addresses the potential for terrorist threats, both domestic and international. It is to help create public awareness as well as inform of the preventative methods used to protect interests here in the Low country. The program received 8 hours of airtime in 2003.

WEZL Severe Weather Team

The Charleston community is no stranger to severe weather conditions. From a heavy thunderstorm to hurricane watch's and warnings, severe weather is serious business and the community responds accordingly. WEZL and media partner WCBF-TV have plans in place to share severe weather information and broadcast immediate updates to the Low Country. Should severe weather threaten the area, our Severe Weather Team goes into action keeping listeners up to date with road and bridge conditions, school and business closures along with current and future weather conditions.